E-books

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Why create e-books

- **E-books are longer written pieces that provide information and best practices for people in a specific field or industry**

  - They're written in a conversational way
  - They focus less on data and research
  - They usually provide a set of best practices based on today's trends in a specific industry
  - They're longer than white papers

- Benefits of creating e-books:
  - They help establish your expertise on a specific topic
  - They are engaging and fun to read because they have a lot of visuals
  - They help you re-use older, popular stuff you've written
  - You could use pieces of them in online posts